GOVERNMENT OF ANDHRA PRADESH
ABSTRACT

Rural Development Department — Andhra Pradesh Rural Inclusive Growth Project (APRIGP) – Sanctioned – Orders - Issued.

PANCHAYAT RAJ & RURAL DEVELOPMENT (RD.I) DEPARTMENT

G.O.MS.No. 90 **Dated:10.09.2015.**

Read the following:

1. World Bank (IDA) - Board of Executive Directors approval, letter dated: 22.12.2014.
2. File from the CEO, SERP, AP, Hyd., A.P.No.100/L1/Genl/APRIGP/ SERP/2015, Dt:21.02.2015.
3. Govt., Memo.No.3057/RD.I/A1/2015, Dt:04.08.2015.
4. From the CEO, SERP, A.P., Hyd., Lr.No.1190/E&L/SERP/13, Dt:18.08.2015.

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ORDER:

On the proposal received from the Chief Executive Officer, Society for Elimination of Rural Poverty vide reference 2nd and 4th read above Government have examined the proposal and approved the Andhra Pradesh Rural Inclusive Growth Project (APRIGP) to be implemented in the backward 150 mandals of the State. The APRIGP will enable to select the poor households to enhance agricultural incomes and secure increased access to human development services and social entitlements. The duration of project period is from 1st February, 2015 to 1st February, 2020. The salient features of the Project are as follows:

1. **Project Area for APRIGP:** The beneficiaries belonging to small and marginal farmers and the SC/ST households from communities in 150 mandals of the State representing the most backward in each district are targeted. The list of mandals forming part of the Project Area for APRIGP is annexed to the order.

2. **Project Objective:** The Project Development Objective of the proposed project is 'to enable selected poor households to diversify and enhance sources of income and secure increased access to human development services and social entitlements'. The project have five components viz.

   Component 1: Value Chain Development through Producer Organizations: This component will work with those small and marginal producers who have built up productive assets and have previously participated in productivity improvement and technology introduction programs. This component will have two sub-components viz. Rural Value Chains and Rural Retails Chains/Social Enterprises.

   Component 2: Human Development: This component will invest in a 'lifecycle approach' to achieve Sustainable Development Goals (SDGs) in health and education, focusing on the various phases of an individual's life, and specifically target poor households and vulnerable segments of the population (such as adolescent girls, pregnant women and children under two years of age as well as children 3-6 years of age). Overall, the component seeks to build on program innovations in Andhra Pradesh and elsewhere in order to improve access of the poor and vulnerable to good quality water, sanitation, nutrition, health and educational services. The key organizing principles for this component will be the targeted mobilization of poor households, and the bundling of community contributions, public services and entitlements through convergence with existing flagship Government programs like Swaccha Bharat, ICDS and NRHM for effective last mile service delivery. It will focus on a converged decentralised approach to the improvement of Human Development Indicators (HDI) with targeted interventions towards Sanitation, Nutrition, Health and Early Child Education.

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Component 3: Social Development, Safety Nets and Entitlements: Access to social safety nets and entitlements will be the core agenda in the strategy for inclusion of the poorest households. This component will invest in leveraging existing institutional platform to ensure reliable and universal access to entitlements and public services (like food security, MGNREGS, social pensions, scholarships, etc.). The project will support convergence strategies with the Government departments and agree upon business process re-engineering for streamlined enrollment processes and delivery of key entitlements. Assistance will be provided for technology up-gradation improving efficiency, transparency and social audit mechanisms in the last mile.

Component 4: Mission Support, Information Communication Technology (ICT), Technical Assistance (TA) and Partnerships: The objective of this component will be to improve the performance of project implementation and enhance coordination mechanisms with supply/demand side partner institutions by providing them technical assistance, strategic advisory and knowledge management services with national and international expertise in the above three areas. This component also will ensure support to the GoAP missions wherever relevant to the project context.

Component 5: Project Implementation Support: The objective of this component is to strengthen the project implementation and will finance dedicated staffing for the project activities that are attributable to outcomes of the project, consultancies, training and related material, office equipment, and operational costs. It will also support establishing Monitoring, Evaluation and Learning (MEL) systems, Financial Management systems, Procurement Management, Governance and Accountability Systems, Knowledge Management and Communication, etc.

3. **Project Financing**: The total project cost is Rs. 642 Crores of which the World Bank IDA component is Rs. 450 Crores (70%) and the AP Government share is Rs. 192 Crores. A component-wise break up is provided below (At exchange rates of 1 USD= Rs. 60):

Component	USD Mn			Rs. Cr.		
	IDA	GoAP	TOTAL	IDA	GoAP	Total
1.Value Chain Development	29	15	44	174	90	264
2. Human Development	14	5	19	84	30	114
3. Social Protection and Entitlements	9	4	13	54	24	78
4. Mission Support, ICT & Partnerships	15	5	20	90	30	120
5. Project Implementation Support	8	3	11	48	18	66
TOTAL	**75**	**32**	**107**	**450**	**192**	**642**

4. **Expected Results:** The following are the results envisaged for the five year APRIGP project:
   a. Enhancement of income of 2,50,000 targeted poor producers in the selected mandals
   b. 2,50,000 targeted poor households to adopt appropriate health, nutrition and sanitation behaviours for improved human development
   c. 5,00,000 targeted poor households to have enhanced access to systems that deliver improved information, enrolment and payment for social protection and entitlement like NTR Bharosa pensions, MGNREGS wages etc.

5. **Implementation Arrangements:** The project implementation agency in the State for APRIGP is Society for Elimination of Rural Poverty, Andhra Pradesh (SERP-AP). The following committees are formed as part of Governance and Management of APRIGP:

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a. ***Steering Committee:*** The Steering Committee for the overall project governance and policy guidance will be constituted and institutionalised under the chairmanship of the Chief Secretary, Andhra Pradesh, with Principal Secretaries of Rural Development, Finance, Women and Child Development, Education, Health, Family Welfare, Social Welfare, Tribal Welfare and Chief Executive Officer, SERP,AP as its members. The Principal Secretary – Rural Development is the convenor of the committee. The chairperson of the committee shall be vested with the authority to appoint members from other relevant departments based on the project evolution and implementation. This committee will provide the overall vision to RIGP, review the progress of activities and provide strategic support for program implementation, policy guidance on implementation of the project and recommend relevant policies for Government.

b. ***Project Implementation and Review Committee:*** This Committee will be chaired by the Principal Secretary (Finance) and will comprise the Secretaries of line departments. It will be convened by Chief Executive Officer, SERP. In addition, this committee will have members from heads of different line departments viz. Finance, Women and Child Development, Health, Family Welfare, Social Welfare, Tribal Welfare and the Commissioners of Rural Development and Chief Executive Officer, SERP, Andhra Pradesh as its members. The chairperson of the committee shall be vested with the authority to appoint members from other relevant departments based on the project evolution and implementation. This committee is constituted as the project is multi-sectoral in nature and shall have the coordination and convergence of different departments. The committee will provide policy guidance and directions to the project to improve coordination and convergence among the different line departments and approve the implementation plans etc.

c. ***Project Management Unit (PMU):*** Under SERP, Project Management Unit (PMU), will be created for project implementation, and headed by the CEO, SERP,AP. The PMU will comprise of six distinct functional units. Viz. Value Chain Development, Human Development unit (Health, Nutrition, Pre-schools and Sanitation), Entitlement Cell, Monitoring and Evaluation unit, Information Communication and Technology unit and Finance & Procurement Unit.

6. **Project Staff:** The project staff under different components for implementation of project will be drawn from the pool of SERP Staff, who are having the adequate experience in the relevant competencies and skills. Subject Specialists / External Consultants / Consulting Firms will be recruited / engaged upon need of the project.

7. **Monitoring and Evaluation in APRIGP:** The monitoring, evaluation and learning systems of APRIGP will be designed to provide concurrent feedback to the key stakeholders of project. The project will invest in development of systems and capacity so that data from Management Information System (MIS) will be used to conduct more in-depth analysis to identify persistent problems. Thematic evaluations will be conducted at regular intervals for the effectiveness of the interventions made by the project.

8. **Financial Management:** Budget lines for APRIGP will be created in SERP – Annual Works and Finance Plan (AWFP) in alignment with the components, sub-components, activities and sub activities of the project. Based on the annual action plan entered, the SERP will receive funds from the Government of Andhra Pradesh through a single budget line item under Department of Rural Development. The Government of Andhra Pradesh will pre-finance all the project expenditure through its own funds through the budget line as retroactive financing. The expenditure will be subsequently reimbursed from the credit based on the actual expenditure reported.

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9. **Procurement Management:** The procurement for the APRIGP shall be carried out in accordance with the "World Bank's Guidelines: Procurement of Goods, Works and Non-Consulting Services under IBRD Loans and IDA Credits and Grants by World Bank Borrowers dated January 2011 revised July 2014" and "Selection and Employment of Consultants under IBRD Loans and IDA Credits and Grants by World Bank Borrowers dated January 2011 revised July 2014" and the provisions stipulated in the Financing Agreement. The procurement will be done at Project Management Unit (PMU) level, Zilla Samakhya & Mandal Samakhya levels (Community Procurement).

2. The Chief Executive Officer, SERP Andhra Pradesh shall conduct day to day monitoring of the program and see that the expected outcomes are achieved by processes described above.

3. This order issues with the concurrence of Finance Department vide their U.O. No.31, Finance (PMU) Department, Dated:08.09.2015.

4. This order is also available in AP Government Website (http://goir.ap.gov.in/)

(BY ORDER AND IN THE NAME OF THE GOVERNOR OF ANDHRA PRADESH)

S. P. TUCKER
SPL.CHIEF SECRETARY TO GOVERNMENT (Plg.) &
PRINCIPAL SECRETARY TO GOVERNMENT (RD) (FAC)

To
The Chief Executive Officer, Society for Elimination of Rural Poverty, Hyderabad
All the District Collectors of the State
The Commissioner, Information & Public Relations Department, Hyderabad
The Commissioner, Women and Child Welfare Department, Hyderabad
The Commissioner, Health & Family Welfare Department
The Commissioner, Education Department
The Commissioner, Social Welfare Department
The Commissioner, Tribal Welfare Department
The Principal Secretary, Panchayat Raj & Rural Development Department, Hyderabad
The Principal Secretary/Secretary to Government, Finance Department, Hyderabad
The Principal Secretary/Secretary to Government, Women and Child Welfare Department, Hyderabad
The Principal Secretary/Secretary to Government, Health & Family Welfare Department
The Principal Secretary/Secretary to Government, Education Department
The Principal Secretary/Secretary to Government, Social Welfare Department
The Principal Secretary/Secretary to Government, Tribal Welfare Department

Copy to:
Principal Secretary to CM
PS to Minister for Rural Development
PS to Chief Secretary to Government, Hyderabad
SC/SF

//FORWARDED :: BY ORDER//

SECTION OFFICER

Annexure to the G.O.MS.No. 90, Dt:10.09.2015.

1.1 List of Mandals in Andhra region targeted for APRIGP (2013-18) Version 1 (12-12-13)

SL.NO	DISTRICT NAME	MANDAL NAME	SL.NO	DISTRICT NAME	MANDAL NAME
1	East Godavari	Maredumilli	51	Kadapa	Peddamudium
2	East Godavari	Y Ramavaram	52	Prakasam	Kanigiri
3	Visakhapatnam	Chintapalle	53	Anantapur	Mudigubba
4	Visakhapatnam	Munchingiputtu	54	Kurnool	Kolimigundla
5	Visakhapatnam	Ananthagiri	55	Kurnool	Holagunda
6	Visakhapatnam	Pedabayalu	56	Anantapur	Nallamada
7	Visakhapatnam	Dumbriguda	57	Anantapur	Gummagatta
8	Srikakulam	Seethampeta	58	Krishna	Kanchika Cherla
9	Visakhapatnam	Gangaraju Madugula	59	Anantapur	Brahmasamudram
10	Visakhapatnam	Hukumpeta	60	Guntur	Amaravathi
11	Visakhapatnam	Araku Valley	61	Krishna	Chandarlapadu
12	Visakhapatnam	Gudem Kothaveedhi	62	Prakasam	Naguluppalapadu
13	Vizianagaram	Gummalakshmipuram	63	Kurnool	Kowthalam
14	Visakhapatnam	Koyyuru	64	Anantapur	Singanamala
15	Visakhapatnam	Paderu	65	Kurnool	Kosigi
16	East Godavari	Gangavaram (A)	66	East Godavari	Devipatnam
17	Prakasam	Konakanamitla	67	Chittoor	Kambhamvaripalle
18	East Godavari	Addateegala	68	Srikakulam	Bhamini
19	Prakasam	Maddipadu	69	Visakhapatnam	Golugonda
20	Prakasam	Tangutur	70	Kadapa	Rajupalem
21	Kurnool	Tuggali	71	Guntur	Achampeta
22	Anantapur	Vajrakarur	72	Guntur	Bollapalle
23	Vizianagaram	Pachipenta	73	Anantapur	Somandepalle
24	Vizianagaram	Kurupam	74	Kadapa	Yerraguntla
25	Kurnool	Gudur	75	Chittoor	Thamballapalle
26	Krishna	A Konduru	76	Kurnool	Pedda Kadubur
27	Kurnool	Aspari	77	East Godavari	Kotananduru
28	Vizianagaram	Salur	78	Kadapa	Mylavaram
29	Kurnool	Srisailam	79	Vizianagaram	Komarada
30	Krishna	Veerullapadu	80	Nellore	Rapur
31	Prakasam	Zarugumilli	81	Kadapa	Kondapuram
32	Kurnool	Devanakonda	82	Kurnool	Jupadu Bungalow
33	East Godavari	Rampachodavaram	83	Guntur	Pedanandipadu
34	Anantapur	Gooty	84	Vizianagaram	Merakamudidam
35	Prakasam	Hanumanthunipadu	85	Kurnool	Kothapalle
36	Prakasam	Voletivaripalem	86	Chittoor	Peddathippasamudram
37	Anantapur	Uravakonda	87	Kadapa	Galiveedu
38	Kurnool	Krishnagiri	88	Krishna	Vissannapet
39	Prakasam	Veligandla	89	Srikakulam	Meliaputti
40	Anantapur	Tanakal	90	Chittoor	Yerravaripalem
41	East Godavari	Rajavommangi	91	Chittoor	Peddamandyam
42	Anantapur	Kambadur	92	Nellore	Sydapuram
43	Kurnool	Alur	93	Chittoor	Mulakalacheruvu
44	East Godavari	Rowthulapudi	94	Nellore	Duttalur
45	Anantapur	Gudibanda	95	Vizianagaram	Therlam
46	Guntur	Edlapadu	96	Chittoor	B Kothakota
47	Kurnool	Veldurthi	97	Krishna	Reddigudem
48	Kurnool	Bethamcherla	98	Chittoor	Chowdepalle
49	Prakasam	Donakonda	99	Chittoor	Baireddipalle
50	Kurnool	Nandavaram	100	Chittoor	Thavanampalle

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SL.NO	DISTRICT NAME	MANDAL NAME	SL.NO	DISTRICT NAME	MANDAL NAME
101	Nellore	Kaluvoya	126	Srikakulam	Mandasa
102	Vizianagaram	Dattirajeru	127	Prakasam	Gudluru
103	Chittoor	Chinnagottigallu	128	East Godavari	Katrenikona
104	Kadapa	Sambepalle	129	Guntur	Bellamkonda
105	Krishna	Vatsavai	130	Visakhapatnam	Madugula
106	Krishna	Gampalagudem	131	Guntur	Durgi
107	Vizianagaram	Ramabhadrapuram	132	Guntur	Macherla
108	Vizianagaram	Parvathipuram	133	Nellore	Dakkili
109	Nellore	Kondapuram	134	Srikakulam	Kothuru
110	Nellore	Marripadu	135	Srikakulam	Vajrapukothuru
111	Nellore	Chejerla	136	Kadapa	Chitvel
112	Chittoor	Bangarupalem	137	Srikakulam	Pathapatnam
113	West Godavari	Buttayagudem	138	Prakasam	Dornala
114	Nellore	Ojili	139	Srikakulam	Veeraghattam
115	Srikakulam	Kaviti	140	Prakasam	Yerragondapalem
116	Srikakulam	Vangara	141	West Godavari	Jeelugumilli
117	Vizianagaram	Makkuva	142	Prakasam	Ballikuruva
118	Guntur	Veldurthi	143	Vizianagaram	Jiyyamma Valasa
119	Guntur	Amruthalur	144	Kadapa	Veeraballe
120	Kadapa	Chakrayapet	145	West Godavari	Dwaraka Tirumala
121	Srikakulam	Hiramandalam	146	West Godavari	Chintalapudi
122	Nellore	Vakadu	147	West Godavari	Penugonda
123	Nellore	Balayapalle	148	West Godavari	Gopalapuram
124	Visakhapatnam	Nathavaram	149	West Godavari	Polavaram
125	Prakasam	Pullalacheruvu	150	West Godavari	Thallapudi

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